

ENTERTAINMENT SHOW IN TELEVISION AS AUTHORIZER'S HEGEMONY TOOL IN "MOCKINGJAY" NOVEL

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Abstrak

Artikel ini menganalisis tentang televisi sebagai media untuk melakukan hegemoni yang dilakukan oleh Presiden Alma Coin, salah satu penguasa dalam novel "Mockingjay" yang menjadi fokus pelaku hegemoni pada artikel ini. Coin adalah pemimpin Distrik 13—daerah buangan negara Panem. Ia ingin menggulingkan kepemimpinan Presiden Coriolanus Snow dari posisinya sebagai penguasa Panem. Untuk melakukan hegemoninya, Coin mencetuskan gerakan pemberontakan dengan menggunakan Katniss Everdeen sebagai Mockingjay—wajah pemberontakan—dan membuat Propos—siaran propaganda—yang disiarkan ke seluruh televisi di Panem. Katniss dimanfaatkan Coin sebagai boneka untuk menyampaikan pidato-pidato pemerintahannya karena Katniss memiliki pengaruh yang besar di Panem. Coin juga membuat Propos yang berisi cuplikan video yang bertujuan untuk menyebarkan doktrin tentang buruknya pemerintahan Snow yang akan berujung pada perubahan kepercayaan pada Coin. Artikel ini menggunakan metode deskriptif kualitatif untuk menganalisis televisi yang digunakan sebagai media hegemoni penguasa yang terdapat pada novel "Mockingjay". Hasil dari artikel ini menunjukkan bahwa televisi dapat menjadi media penguasa, yang dalam kasus ini adalah Coin, untuk melakukan hegemoni. Coin membuat Propos dan menyiarkannya di televisi yang bertujuan untuk menjatuhkan lawan politiknya, Snow, dan membuatnya mendapatkan suara dari seluruh masyarakat Panem. Selain itu, Coin juga menggunakan Katniss sebagai bintang utama dari Propos-nya karena pengaruh yang Katniss miliki.

Kata Kunci: Coin, Hegemony, Katniss, Propos, Television

Abstract

This article analyzes about television as medium to do hegemony which is executed by President Alma Coin, one of authorizers in "Mockingjay" novel which is the focus of the performer of hegemony in this article. Coin is the authorizer of District 13—outcast region of a state named Panem. She wants to overthrow

President Coriolanus Snow from his position as the authorizer of Panem. To do her hegemony, Coin ignites uprising movement by using Katniss Everdeen as Mockingjay—face of the uprising—and make Propos—propaganda spots—which is broadcasted to all over Panem through television. Katniss is used by Coin as puppet to deliver her government speeches because Katniss has huge influence in Panem. Coin also makes Propos which contains footage videos of Snow's cruel authorization which will doctrine Panem subjects and lead them into their belief alteration to Coin as a purpose. This article uses qualitative descriptive method to analyze television which is used as medium of authorizer's hegemony in "Mockingjay" novel. The result of this article shows that television certainly can be a medium of authorizer, in this case is Coin, to do hegemony. Coin makes Propos and broadcasts it in television which aims to impose her political opponent, Snow, and to earned the whole Panem subjects' voice. In addition, Coin also uses Katniss as the main star of her Propos because of the influence that Katniss has.

Key Words: Coin, Hegemony, Katniss, Propos, Television

INTRODUCTION

"Mockingjay" is the third and the last novel of "The Hunger Games" trilogy. The trilogy takes place in the future North America which is called Panem. There are separated regions in Panem, where the rich lives in capital city named Capitol and the poor lives divided into twelve districts named by their number. Originally, there are thirteen districts. However, the thirteenth was believed by all subjects—Gramsci's term to mention societies—in Panem to have been obliterated after Dark Days—district subjects' uprising against the Capitol in the past. The district subjects are defeated. Twelve districts are forgiven while the thirteenth is obliterated because they are originators and headquarters of the uprising. Yet, in reality, the authorizer which is called as the Capitol makes an invisible pact with District 13 which is stated that the district must pretend to be dead and do not come to the surface. In return, the Capitol will not attack them to any further extent. The invisible pact is still preserved by both parties until the current authorizer of District 13, President Alma Coin, decided to do an uprising as District 13's former authorizer have done during Dark Days. Coin wants to overthrow and replace the current authorizer of Panem, President Coriolanus Snow.

Coin knows Snow's way to maintain his position as Panem's authorizer. Snow hegemonizes the subjects in all over Panem, both in the Capitol and the twelve districts. He implements his hegemony tools such as live televised event named Hunger Games that aims to spread fear and hate among district subjects and among district subjects with Capitol subjects. He also separates each region according to its manufacture of consent and cuts off any communication among

them. Then, he makes the district subjects work as labourer—takes all the produced manufacture of consent and gives the subjects low salary as return. Next, he takes money from the Capitol subjects because they are the consumer of the district subjects' manufacture of consent. Those actions of Snow grow discontent in the district subjects' life that leads them to plan on executing an uprising. Coin who see the opportunity to takeover Snow's position uses this moment properly to trigger the uprising. Thus, Coin is decided to wake District 13 from its death.

Coin shows all subjects in Panem that District 13 is greatly victorious and capable to destroy Snow's arbitrary authority. Almost all subjects in Panem, particularly by the district subjects, welcome her action. However, in fact, Coin has personal intention behind it. She wants to be the authorizer of Panem and do the same thing as Snow, which is hegemonizing all the subjects in Panem. Nevertheless, to make her plan succeed, she needs all Panem subjects to join the uprising. Yet, Coin cannot make all subjects unite. Then she demands Katniss Everdeen who has huge influence in Panem to become Mockingjay—face of uprising.

Katniss is an ordinary subject from District 12. However, after participating and winning 74th Hunger Games, she makes some changes in several districts and in the Capitol as well. Some districts such as District 3, 4, 7, 8, and 11 become dare to do an uprising against Snow to get decent life, and some Capitol subjects want to do it because they feel Snow's regulations are inhumane. Thus, Coin with the uprising's officials who called themselves as Mockingjay Team are decided to make Katniss as the face of the uprising as well as 'televised' leader of the uprising. Coin does not let Katniss to be the real leader of the uprising because Coin is afraid that Panem subjects will choose Katniss as the next authorizer of Panem.

To be the Mockingjay, Katniss has to be dressed, given written or spoken speeches, and has to act the way Coin wants. Coin demands the Mockingjay Team to record Katniss while she performs as the Mockingjay. The recorded file is called *Propos*—propaganda spots—which will be broadcasted to all Panem through television. The *propos* contains information to persuade all subjects in Panem to realize that Snow's authority is excessive and to urge them to do an uprising against Snow. The *Propos* and Katniss are suspected as Coin's way to hegemonize Panem subjects with television and Katniss as the medium. Thus, this article entitled **Entertainment Show in Television as Authorizer's Hegemony Tool in "Mockingjay" Novel**.

DATA SOURCE

The data source of this article is from “Mockingjay” (2010), the last novel of “The Hunger Games” trilogy by Suzanne Collins. The data is analyzed using Antonio Gramsci’s thought of hegemony theory through the corresponding idea of hegemony by George Ritzer (2012), and theory of Todd Gitlin (1980) about television as medium of the authorizer’s hegemony.

RESEARCH METHOD

In analyzing and collecting data, this article uses qualitative descriptive method. Qualitative method is a method to bring out the real meaning of a text with close reading (Setiawan, 2010: 2). Meanwhile, descriptive method is a problem solving procedure by describing the subject or the object of a text based on the visible facts (Nawawi, 1995: 63). The data taken are exposure of words, phrases, and sentences that contained hegemony issues about the using of television and Katniss by the authorizer. Based on the above theories, the data found will be analyzed in detail to obtain the Coin’s hegemony and its medium in “Mockingjay” novel.

THEORETICAL REVIEW

According to Ritzer (2012: 476), Antonio Gramsci states that hegemony is a cultural leadership which is implemented by ruling class—authorizer. The statement indicates that the authorizer implements norms, values, concepts, and ideologies to lower class—authorized. Due to the cultural implementing, the authorized will unaware that they are being hegemonized and think the authorizer’s hegemony as usual things, part of their culture, that are supposed to be happen. These issues are also occurred in “Mockingjay” novel. District 13’s authorizer, President Alma Coin, implements her ideology in a series of propaganda spots which is shortened to Propos. To execute her plan, Coin uses Katniss as face of the uprising because Katniss has the power that she does not have—huge influence in Panem.

The Propos is broadcasted to all over Panem through television because it can be considered as appropriate media to facilitate the Propos’s deployment. This is in line with Gitlin (1980: 18) who states “television entertainment is also an ideological field, and must have played a part in formulating and crystallizing the cultural tendencies...”. The statement indicates that entertainment show in television can be the authorizer’s way to implement their ideology that leads into cultural tendencies of the authorized. The television entertainment show will make the authorized consider everything that is broadcasted as something that has to be done and part of their culture.

RESULTS AND DISCUSSIONS

Television show, especially entertainment one, can be authorizer's way to hegemonize their subjects. The issue is also occurred in "Mockingjay", the last novel of "The Hunger Games" trilogy. Coin, as one of authorizer in the novel, hegemonizes Panem subjects by using entertainment television show. She demands her subordinate to make a series of short wickedness footage video called propaganda spots—Propos—of her politic opponent, Snow. The Propos intends to make all Panem subjects realize that Snow is hegemonizing them by continuing Hunger Games—a death match television event—which is regulated should be regarded as entertainment show by Snow. The propos also aims to invite all subject in Panem to immediately do an uprising against Snow.

"Our plan is to launch an Airtime Assault," says Plutarch.
"To make a series of what we call propos—which is short for 'propaganda spots'—featuring you [Katniss], and broadcast them to the entire population of Panem."
(Mockingjay, 2010: 43)

The statement above takes place in District 13, headquarter of Panem subjects' uprising against Snow—the current authorizer of Panem. It is stated by Plutarch Heavensbee, former Gamemaker—game controller—of 75th Hunger Games under Snow's authority. It takes place when Katniss has agreed to be Mockingjay—face of uprising. Plutarch is Coin's right hand in Mockingjay Team—the uprising officials. He is appointed to be head of idea originator in the uprising, even though he still must get approval from Coin to implement his ideas.

In the quotation above, Plutarch states that Mockingjay Team has a plan to do an Airtime Assault—broadcast attacks—by making entertainment show called Propos and broadcast it to all Panem through television. The propos intends to get the entire subjects of Panem to join the uprising against Snow. The Propos is like a commercial advertising, only lasted about seconds or minutes, and contains propaganda video about Snow's cruelty and contentment if Panem is independent from Snow.

However, the Mockingjay Team does not have direct connection to broadcast the Propos since Snow blocks every connection hence television in Panem only show what is needed to strengthen his authority. Therefore,

the Mockingjay Team plans to hijack the television broadcast so the Propos can be broadcasted throughout Panem.

To execute the plan, the Mockingjay Team also needs Katniss Everdeen as their star of the Propos because she has huge influence in Panem subjects. Katniss is the moderator of Coin and Panem subjects through her act as Mockingjay in the Propos.

I [Katniss] have my Mockingjay outfit with me, but I've only been taped in my uniform. Sometimes I use a gun, sometimes they ask me to shoot with my bow and arrows. It's as if they don't want to entirely lose the Mockingjay, but they want to downgrade my role to foot soldier. (Mockingjay, 2010: 249)

The quotation above is a statement by Katniss. It takes place in District 13, where studio to make the Propos exists. Katniss says Mockingjay Team is dressing her with Mockingjay outfit to be taped on camera for making the Propos. Mockingjay outfit is a black one piece which is exactly fit with Katniss's body with 'carefully tailored layers of body armor, hidden weapons in the boots and belt, and special reinforcements' over her heart (Mockingjay, 2010: 42). Even though her Mockingjay outfit is well prepared to battle in the uprising, Katniss is not allowed to be 'foot soldier'; she cannot directly plunge into the battlefield. It shows Katniss is only used as an entertainer of television show as regulated by Coin.

The authorizer of the uprising, Coin, does not let Katniss to be in the front line of the uprising. Coin does not allow Katniss to fight in the battlefield and only taped for making the Propos because Coin does not want Panem subjects see Katniss as future leader representative after the rebels win the uprising. Coin is afraid that her position will be displaced by Katniss which has almost all voice of Panem subjects. Thus, all Katniss did is only act like a leader in front of camera to make the Propos—which aims to make all Panem subjects join the uprising—while the one who gets the benefit is Coin. It is supported by the following statement:

"You're going to be as useful to the war effort as possible," Plutarch says. "And it's been decided that you are of most value on television. Just look at the effect Katniss had running around in that Mockingjay suit. Turned the whole rebellion around." (Mockingjay, 2010: 246)

In the quotation above, Plutarch explains that Katniss's role is just to act in front of camera, not for literally leading the uprising. It is occurred because Coin knows that Katniss has a tremendous impact on the Panem

subjects' life. Even every little thing that Katniss did, such as 'running around in Mockingjay suit', has very big influence in Panem. Thus, Plutarch, as the head of Mockingjay Team, feels satisfied with Katniss just to act in front of the camera. It is also occurred because the Mockingjay Team does not want to lose Katniss. They are afraid if Katniss goes to the real battlefield, she could get hurt and worse, die. They would have trouble finding a replacement of Katniss because no one else has huge effect like Katniss throughout Panem. Thus, Katniss is kept hidden behind the real battlefield.

CONCLUSION

The focus of this article is the used of entertainment show in television as Coin's hegemony tool to mobilize the masses—all Panem subjects—for her since she wants to overthrow Snow's position as authorizer of Panem. To overthrow Snow's authority, Coin makes Propos and she needs Katniss as the star of the Propos—as intermediary of her ideology—because Katniss has huge influence in Panem. Coin also needs television as the medium of the Propos's dissemination. Therefore, it can be concluded that entertainment show in television and Katniss is Coin's hegemony tool to implement her hegemony in Panem subjects' mind.

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